

STAT

ER 60-7442/a

4 OCT 1960

June *[initials]*
Kitty *[initials]*
Chris *[initials]*
DET file *ER*

On behalf of Mr. Dulles, I would like to acknowledge and thank you very much for your letter concerning subliminal perception.

We have read your comments with interest and it is encouraging to learn of private citizens as concerned with problems affecting the international position of our country.

Your courtesy in writing to us about this is indeed appreciated.

Sincerely,

Signed

Assistant to the Director

CA/PROP *[initials]* (27 Sept. 60)
Rewritten: O/DCL *[initials]* bak (4 Oct. 60)

Distribution:

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✓ 1 - ER w/basic VIA Reading

3 - *[initials]*

1 - AAB

EXECUTIVE READING FILE *K*

Dear Mr. Dulles —

I am 34 yrs. old, single, & a veteran of WW II.
I attended [redacted] College, [redacted]
on the "G.I. bill," & was graduated there, on
June 1st, 1952, with a B.A. in psychology. The reason
for my letter to you concerns a psychological
phenomenon. I wrote about it to the F.B.I.,
some time in the spring of 1958, & explained it to
them. I received an answer from them to the effect
that they would consider it; I wrote again, later,
& got no answer at all — however, I know of the
policy of that organization, to maintain secrecy, &
so I felt no misgivings.

To explain, simply, Sir, my plan, is
this: it has been found a proven fact, in

psychology that there exists a phenomenon known as "subliminal perception." It means, simply, that the thoughts + ideas of a person can be deeply influenced by a "flicking" of an instantaneous message of some sort, upon, for example, a movie screen. My idea is simple: could it not be possible to send to Russia some American films which had been superimposed with subliminal messages to the effect that the U.S.A. is wanting only to be friendly to the U.S.S.R., and that it will, furthermore, not be dominated by that country - in case the 1st overture of just wanting to be friendly, is disregarded. "Time" magazine, sometime in the fall of 1959 ran a good article on this topic. I'm sure you can get any information you may want, from their office, sir if you decide to regard the possibility of this idea.

Technically, the system is to flash messages ¹¹
at such a speed, upon a film, that the person is
entirely unaware of their presence. Yet, all the
same, the mind subconsciously is influenced to
a great degree by these messages - unaware,
actually, to the viewer. As a consequence, his
thought, & behavior, are subconsciously
governed by what he has unwittingly viewed. This
system has been used for advertising various products
in American theaters, & has always shown a marked
increase in sales, by those who watched the
particular movie or show. My theory is simple:
if you can sell a person, by subliminal perception,
on an idea, or mode of behavior, why not send
numerous American films to the U.S.S.R., which have
been "treated," with subliminal messages of peace &
friendship - & if need be, treated with a clear
implication that the "U.S.S.R. is not to be made

to ~~Approved For Release 2002/10/10 : CIA-RDP80B01676R003600110077~~ Soviet might. Perhaps the military leaders, including Mr. K, could be persuaded, unknown as to the real reasons, that they should never attempt to start W.W. III - and that, of course, could mean the virtual end of Mankind.

Any Hollywood movie firm would know how to fix up the films, with "subliminal perception" messages. They could then be sent & shown in the U.S.S.R. Accordingly, if a film of some military interest could be made, & sent, (purpose) it would be seen by all who count - militarily - in the U.S.S.R., & they would really be the best ones to work our little "trick" on.

I have to send my idea to someone concerned with the greatest secrecy concerning this idea - as obviously if they knew, (U.S.S.R.), of our plan to psychologically "trick" them into helping the peace, they would

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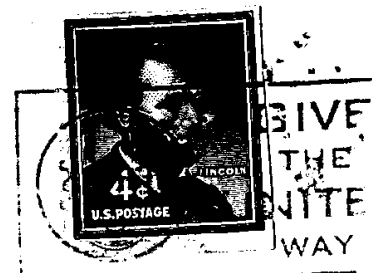
no. 1000 (unwittingly - or otherwise) /v. 1000
first. That's the reason I first told of
my idea to the F.B.I.

I'm a loyal American & I want to see
the world keep at peace. If my idea can help
that cause, then I would feel very much
satisfied.

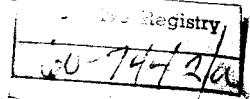
I turn this concept over to you, Mr. Dulles,
or the man who could really do something. I
do not know - perhaps you have already been
seen by the F.B.I. about it - (I wrote them in
early 1958 - & got an answer saying they would
consider it) If anything were being done about
it, then secrecy, of course, would demand that not
even I should know of any action - I realize this.

Hoping you can at least write to me &
tell me of the feasibility of such an idea, I am

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Mr. Allen Dreller
Chief, C. I. A. Agency
Washington, D. C.



Mr. Dulles asked me to thank you for your recent letter: it is always encouraging to learn of private citizens as concerned with problems affecting the international position of our country.

It is true that our country has to avail herself of all the latest discoveries of science and technology: we have, of course, been concerned with subliminal perception for some time--primarily in order to make sure that this could not be used against our country by a potential enemy. Tests made thus far, however, appear to indicate that (a) this technique can be used only to influence people in a direction in which they are already predisposed--e.g. moviegoers to buy a certain soft drink--and (b) application requires a special apparatus, in addition to the usual motion picture projectors--which prohibits any secret use. For the time being, therefore, subliminal perception does not appear to hold either threats or promises in the field of national defense or international propaganda. It seems also that the commercial sponsors of this technique have abandoned further tests.

If you happen to know how to overcome these initial shortcomings of subliminal perception techniques, we suggest that you offer any invention in this field primarily to motion picture producers, advertising agencies or manufacturers of the necessary equipment. Once this technique proves successful in advertising, it will unquestionably be considered for political propaganda and national defense purposes, too.

Sincerely,



Assistant to the Director

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Signature Recommended:

**Deputy Director
(Plans)**

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[redacted] pf (27 Sept. 1960)

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ROUTING AND RECORD SHEET

SUBJECT: (Optional)

FROM:

C/CA

NO.

DATE

27 Sept. 1960

TO: (Officer designation, room number, and building)

DATE

RECEIVED

FORWARDED

OFFICER'S
INITIALS

COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

1.

Executive Registry

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FORM
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